



COME
SEE
ENJOY

ALBERTA'S SCENIC BEAUTY - PROSPEROUS FARMS and RANCHES - WESTERN HOSPITALITY

Pictures are . . . MORAINE LAKE, HARVESTING WHEAT
CATTLE ON RANGE, BANFF SPRINGS HOTEL
BANFF CHAIR LIFT AND CHATEAU LAKE LOUISE



PHOTOS BY H. POLLARD • ROSETTIS STUDIOS • OLIVER STUDIO • CALGARY
THE BRITISH PHOTOGRAPHIC LABORATORIES • BANFF



ATTRACTIONS FOR ALL

MOUNT EISENHOWER
OIL WELL IN ALBERTA OILFIELD
A COMMON TARGET • SPECKLED BEAUTIES
ONE OF 20 LIFE-SIZED DINOSAURS IN ST. GEORGE'S PARK
BIG GAME FOR THE HUNTER

PHOTOS BY: H. POLLARD, ROSETTIS STUDIOS, OLIVER STUDIO, CALGARY • ALFRED BLYTH STUDIOS, EDMONTON

HIGHWAY No. 2—North to Airport, Oilfields, Edmonton and Alaska Highway.



HIGHWAY No. 2—South to Oilfields, Lethbridge, Waterton Lake and U.S.A.

INFORMATION OFFICE

The Tourist Information Bureau, operated by the Calgary Chamber of Commerce and the City of Calgary, is in the heart of downtown Calgary, at 810 Centre Street. All requests by mail for information on tourist, industrial and commercial matters are answered promptly. Tourists may have mail sent to the above address so that it will be available for them on their arrival here. Visitors are invited to call at the Tourist Information Bureau or phone 62316 for any information they desire.



EXHIBITION & STAMPEDE

*Canada's Greatest
Outdoor Pageant*

1952 Paid Attendance 433,140
SECTION OF GRANDSTAND
BUCKING BRONKS
WILD STEER DECORATING
CHUCK WAGON RACES
GALF ROPING
INDIAN VILLAGE

Write to the Calgary Exhibition
and Stampede for Reservations.
JULY 6-11, 1953



PHOTOS BY ROSETTIS STUDIOS AND
OLIVER STUDIO, CALGARY, ALBERTA

ROAD MILEAGE

From State and Provincial Capitals
❖ ❖ to CALGARY, ALBERTA

STATE CAPITALS

CITY	MILES	CITY	MILES
Albany, N.Y. - - - - -	2,751	Jefferson City, Mo. - - - - -	1,914
Annapolis, Md. - - - - -	2,766	Lansing, Mich. - - - - -	2,173
Atlanta, Ga. - - - - -	2,599	Lincoln, Neb. - - - - -	1,486
Augusta, Me. - - - - -	3,038	Little Rock, Ark. - - - - -	2,218
Austin, Tex. - - - - -	2,170	Madison, Wis. - - - - -	1,798
Baton Rouge, La. - - - - -	2,624	Montgomery, Ala. - - - - -	2,612
Bismarck, N.D. - - - - -	914	Montpelier, Vt. - - - - -	2,412
Boise, Idaho - - - - -	914	Nashville, Tenn. - - - - -	2,341
Boston, Mass. - - - - -	2,935	Oklahoma City, Okla. - - - - -	1,893
Carson City, Nev. - - - - -	1,291	Olympia, Wash. - - - - -	832
Charleston, W. Va. - - - - -	2,433	Phoenix, Ariz. - - - - -	1,540
Cheyenne, Wyo. - - - - -	1,078	Pierre, S.D. - - - - -	1,151
Columbia, S.C. - - - - -	2,954	Providence, R.I. - - - - -	2,927
Columbus, Ohio - - - - -	2,324	Raleigh, N.C. - - - - -	2,877
Concord, N.H. - - - - -	2,902	Richmond, Va. - - - - -	2,747
Denver, Colo. - - - - -	1,182	Sacramento, Calif. - - - - -	1,399
Des Moines, Iowa - - - - -	1,641	Salem, Oregon - - - - -	901
Dover, Del. - - - - -	2,818	Salt Lake City, Utah - - - - -	907
Frankfort, Ky. - - - - -	2,325	Saint Paul, Minn. - - - - -	1,438
Harrisburg, Penn. - - - - -	2,630	Santa Fe, N.M. - - - - -	1,588
Hartford, Conn. - - - - -	2,855	Springfield, Ill. - - - - -	2,072
Helena, Mont. - - - - -	410	Tallahassee, Fla. - - - - -	2,825
Indianapolis, Ind. - - - - -	2,117	Topeka, Kansas - - - - -	1,707
Jackson, Miss. - - - - -	2,525	Trenton, N.J. - - - - -	2,765

Federal Capitals: Washington, D.C., 2,705 Miles; Ottawa, Ont., 2,293 Miles.
To Calgary from U.S. Border Points: — Sweetgrass, 200 Miles; Babb, 171 Miles;
Eastport, 319 Miles.

PROVINCIAL CAPITALS

Charlottetown, P.E.I. - - - - -	3,051	Regina, Sask. - - - - -	518
Edmonton, Alberta - - - - -	187	St. John's, Newfoundland - - - - -	3,689
Fredericton, N.B. - - - - -	2,942	Toronto, Ontario - - - - -	2,191
Halifax, N.S. - - - - -	3,046	Victoria, B.C. - - - - -	846
Quebec City, Que. - - - - -	2,493	Winnipeg, Man. - - - - -	917

Road Mileage from Calgary, Alberta, to Fairbanks, Alaska - 2,179 miles

CITY OF CALGARY

The Oil Capital of Canada

ALBERTA CANADA

❖ CALGARY ❖

HOME OF THE
WORLD-FAMED
CALGARY STAMPEDE

CENTRE OF RICHEST
Farm & Ranch Land

Natural Gas &
Oil Fields

Hydro-Electric
Power

Coal

BANFF

LAKE LOUISE

JASPER

MOUNT EISENHOWER

CANADIAN ROCKIES

Welcome!

CALGARY

• BANFF • LAKE LOUISE • JASPER •

ISSUED BY THE
CALGARY CHAMBER OF COMMERCE
IN CO-OPERATION WITH THE CITY OF CALGARY
CALGARY, ALBERTA, CANADA

❖ VISITORS ❖ WELCOME TO CALGARY!

Be cool and relaxed in this friendly foothill city of the Rockies, in the valley of the Bow River, where you will enjoy the exhilarating climate of a mountain resort. Because of the low humidity the bright warm days can be spent in comfort. With an elevation of 3,500 feet above sea level, summer evenings are always cool, so perfect rest is assured the traveller.

CALGARY'S WEATHER (55 year average)

Temperature Average Mean °F.	Average Hours Sunshine	Pre- cipitation Inches	Temperature Average Mean °F.	Average Hours Sunshine	Pre- cipitation Inches
Jan. --- 13°F.	109	.51	July --- 62°F.	316	2.51
Feb. --- 17°F.	133	.55	Aug. --- 60°F.	265	2.29
Mar. --- 26°F.	159	.84	Sept. --- 51°F.	191	1.50
Apr. --- 40°F.	194	.99	Oct. --- 42°F.	165	.69
May --- 50°F.	254	2.34	Nov. --- 28°F.	118	.72
June --- 56°F.	239	3.14	Dec. --- 19°F.	102	.57

Some Places of Interest in Calgary

MEMORIAL PARK Twelfth Avenue and Second Street West. Beautiful gardens, flowers, hedges, trees, etc. Cenotaph, exceptionally fine Equestrian Monument — Public Library.

ST. GEORGE'S ISLAND This forty-five-acre wooded park has two great attractions:

THE ZOO Where animals and birds from the four corners of the earth are housed. Youngsters and grown-ups alike will thrill to the antics of the monkeys and baboons; the lions, polar bears and grizzly. Deer and elk, lynx, hyena and leopard, wolves, foxes and kangaroo all add interest. Hundreds of birds present grace and colour which delight the eye.

DINOSAUR DISPLAY Where twenty life-size models of ancient life which roamed the earth sixty million years ago may be seen. One may see the life-size "Thunder Lizard", a monster 75 feet in length and weighing some 40 tons. Other models of duck-bill dinosaurs and heavily-armoured types reveal a fascinating chapter of animal life as it existed in Alberta before this continent took its present shape.

BOWNESS PARK Where boating, swimming (with wading pool), dancing, etc., are provided, is located about eight miles west of the City. The kiddies can have a grand time on the merry-go-round and there is a fully-equipped playground for their amusement. The paved highway leading to the Park parallels the Bow River most of the way and it is a very pleasant motor drive.

ALBERTA'S OIL AND GAS FIELDS have attracted wide attention in both the United States and Canada, and in other countries. Visitors should, if possible, make a trip to Turner Valley, Leduc and Redwater and see the development going on there. The fields cover a large area and new wells are being drilled daily in different sections. Oil production exceeds 70,000 barrels daily and Calgary is the "Oil Capital of Canada".

FISH HATCHERIES Well worth a visit are the Fish Hatcheries, the largest privately-owned hatcheries in Canada, operated by Mr. J. B. Cross at the Calgary Brewing and Malting Company. Here amid beautiful surroundings are reared over 3 million fish annually for the re-stocking of Alberta's streams.

THE READER ROCK GARDEN Visitors should not miss seeing this internationally known Rock Garden. This beauty spot contains over 2,000 varieties of plants from all parts of the globe.

FOR THE SPORTS-MINDED Golfing, tennis, lawn bowling, riding, hiking, baseball, football, skating, curling and skiing in their respective seasons. Big game hunting, fishing, duck, goose, pheasant, partridge in season. Alberta's hunting grounds are unexcelled in Canada.

AVIATION Calgary has a thriving Flying Club and three commercial charter air services companies, where private flights can be arranged. Unexcelled views of the City and the towering Rockies from the air at reasonable rates.

INDUSTRIAL SITES

Over 75 industries have located in Calgary since the war. Industrial sites are available. Calgary offers advantages to the industrialist, including abundant supply of natural gas; electrical power at rates in some classifications lower than elsewhere in Canada; abundant fresh, cold water; excellent transportation facilities by road, rail and air. Calgary's market area has a population of 400,000. The Calgary Industrial Commission, City Hall, will give prompt attention to enquiries regarding your proposed industrial expansion.

VISITORS FROM THE UNITED STATES COMING INTO CANADA

A non-resident of Canada may enter his automobile for touring purposes in Canada by complying with the requirements of the following summary of the regulations of the Department of Customs.

TOURISTS' OUTFITS — Persons visiting Canada for a limited period of time, for health or pleasure, may bring with them such articles of tourists' outfits or sportsmen's equipment as they may require while in Canada for their own use and not for gain or hire, upon reporting same to the Customs Officer at the Canadian frontier port of entry.

ADMISSION OF FIREARMS — A person who is not a British subject must have a weapon permit (Form 76B) to have a shotgun or rifle in his possession in Canada. Visiting sportsmen should apply immediately after entering Canada for such a permit, which is issued under the authority of the Attorney-General of the province in which the firearms are to be carried. The sportsman may make application in advance in order to avoid any possible delay.

No permits will be granted for automatic firearms.

DOGS — Consult your veterinarian regarding the entry of dogs into Canada. Write to the Calgary Chamber of Commerce for complete information.

TEMPORARY ADMISSION — FORTY-EIGHT HOURS — Automobiles may be entered at any Canadian port of Customs for touring purposes for a period not exceeding 48 hours, by the owner surrendering his State license card, which is handed back to him on his return journey.

TEMPORARY ADMISSION — SIXTY DAYS — Automobiles may be entered at any Canadian port of Customs for touring purposes for a period of sixty days by filling in a prescribed form.

EXTENSION OF SIXTY DAYS PERMIT — Should a tourist who has been granted a sixty-day permit desire an extension for a further period of six months from the time of original entry, he may, upon presentation of the permit before the expiry date of same, apply for such extension to any Collector or Sub-Collector of Customs and Excise, who may extend the permit for such further period, notifying the port of issuance.

TOURIST'S PERMIT FOR A PERIOD IN EXCESS OF SIXTY DAYS BUT NOT EXCEEDING SIX MONTHS — If, on reporting at the Customs frontier port of arrival, the non-resident owner of an automobile desires a tourist's permit for a period in excess of sixty days, but not exceeding six months, the Collector may admit the vehicle without formal entry and may issue a tourist's permit for the period designated by the tourist, such period, however, not to exceed six months.

PASSPORTS — Permanent residents of the United States entering Canada as tourists do not require passports. Decision regarding personal entry rests with the Examining Immigration Officer and as a general rule there is no difficulty or delay at the border. It is suggested, however, that the possession of identification papers will facilitate entry into Canada in case the examining officer should require documentary evidence to satisfy himself as to the bona-fides of the tourist.

RETURNING TO THE UNITED STATES

On their departure from Canada visitors from the United States may have to prove to the United States Immigration Officers that they have the right to be admitted to that country. Bona-fide American citizens should have no difficulty doing this.

CALGARY

BANFF - LAKE LOUISE - JASPER



PHOTO BY LORNE BURKELL, CALGARY

THE CITY OF CALGARY

has grown from a Mounted Police Fort, built in 1875, at the junction of the Bow and Elbow Rivers, into a modern city of 130,000 people. It is now one of Western Canada's leading cities, and is served by the Canadian Pacific and Canadian National transcontinental railways, as well as by transcontinental Bus and Air facilities, with connections via Trans Canada Airlines, Canadian Pacific Airlines and Western Air Lines, and Greyhound Bus Lines to all major American cities.

Calgary may be reached by road from Great Falls, Montana, to the International Boundary at Coutts, Carway and Chief Mountain; and from Spokane to the border at Kingsgate. The map shows main roads leading from Calgary to adjacent National Parks and to the Alaska Highway.

Calgary, at 3,439 feet above sea level, is known as the Sunshine City, having more than 2,200 hours of bright sunshine yearly. Visitors to Banff, Lake Louise, Jasper or Waterton Lakes find Calgary a desirable place to make their headquarters, with its modern hotels, motor camps and good restaurants, where pleasant accommodation is provided at reasonable prices.

Calgary is noted for its modern stores where substantial savings can be made in the purchase of Irish Linens, Diamonds, Fine China, Furs, Woollens, Blankets, etc. Visitors are allowed to take back with them from Canada goods to the value of \$500.00 DUTY AND TAX FREE for each member in the party, provided the visit is for 12 days or more. This privilege may be exercised once every six months. Goods to the value of \$200.00 may be taken out of Canada, DUTY AND TAX FREE, by every resident of the United States who remains in Canada for at least 48 hours. This privilege may be exercised once every 31 days. These privileges are subject to certain regulations and enquiry should be made at a Customs port of entry for complete information.